

Off The Couch



& On The Move...



California Takes the Lead to Activate the State and Create Healthier Communities!

More than 50% of Californians are Couch Potatoes!

Physical activity plays a key role in decreasing the risk for coronary heart disease, diabetes, high blood pressure, stroke, osteoporosis, cancer, and depression. New research indicates that physical inactivity is as much a risk factor for cardiovascular disease as high blood pressure, smoking and high blood cholesterol.

The leading causes of death are the same for all Americans - coronary heart disease, cancer and stroke. More than 250,000 of these deaths each year may be attributed to a lack of physical activity or sedentary lifestyle.

Forget No Pain! No Gain! "Less is OK"

"No pain! No gain!" is a myth. Physical activity should not be painful or overly strenuous and be simply incorporated into a daily routine by walking to and from work, gardening or housecleaning. More and more research suggests that moderate levels of physical activity may have significant health benefits for most individuals.

Every person should engage in physical activity for at least 30 minutes per day most days of the week, according to Centers for Disease Control and Prevention and the American College of Sports Medicine.

So why are so many Californians physically inactive? According to the research, many barriers exist which discourage individuals from changing their lifestyles and becoming physically active. These barriers include lack of time, competing priorities, finances, cultural differences, access to facilities or programs, and unsupportive community environments (e.g. unsafe neighborhoods).

California is ON THE MOVE!

The California Department of Health Services is leading the nation by implementing the largest statewide Physical Activity Initiative, known as ON THE MOVE!, designed to battle the bulge and fight sedentary lifestyle. ON THE MOVE! contains four major components: community-based programs, evaluation, media and partnerships.

ON THE MOVE!'s goal is to prevent chronic diseases by decreasing sedentary lifestyle among adults and their families. Special focus is placed on individuals from underserved and racial/ ethnic groups that are at higher risk for illness, disability and death from chronic disease. Via ON THE MOVE, the California Department of Health Services wishes to promote effective, lasting improvements to the environment which will in turn influence health behaviors.

Taking it to the Streets...

ON THE MOVE! funds nine community-based projects to increase physical activity in their communities through a variety of innovative approaches which incorporate:

- cultural traditions
- family-centered recreation
- combining efforts with public and private agencies or groups
- community ownership
- environmental & policy changes

ON THE MOVE
community interventions
will mobilize citizens to become
advocates for change and activate
local government, organizations,
parks and recreation and businesses
to make policy changes and
develop partnerships with
the media to create
these changes.

California Is

The Nine Community Programs are ON THE MOVE...

Cultural Health and Mobilization Project (CHAMP)

In collaboration with community members, the United Indian Health Services, Inc. trains community residents to lead physical activity programs via their ELITE training program; provides community physical activity programs to American Indian tribes residing in isolated rural communities in Humboldt and Del Norte counties; organizes mini coalitions which spearhead activities in their local areas; coordinates cultural fitness events; and institutes policy changes with tribal governments.

Fitness Furatics

Charles R. Drew University, based in South Central Los Angeles, reaches out to the community to mobilize African American residents to get the "fitness fever." The University, in collaboration with a community coalition, trains community leaders and residents to coordinate physical activity programs in housing developments, at churches and at other community sites, and to motivate their peers to become physically active and take charge of their community's health.

Families in Good Health

Saint Mary's Medical Center Southeast Asian Health Project orchestrates special events to promote physical activity and healthy eating; conducts in-home education; coordinates traditional dance classes; offers employee health and fitness programs and acquaints participants with free, local resources. Families in Good Health gears the education towards family first as a step toward reaching the Cambodian, Hmong, and Laotian communities residing in Long Beach.

La Vida Buena Project

Escondido Community Health Center offers aerobic salsa dancing, team sports, aquatic aerobics, walking clubs, and nutrition awareness activities to Hispanics/Latinos in the community and at the worksite. This project collaborates with other community organizations and local government to advocate for environmental and policy changes designed to support physical activity and better nutrition as the accepted community norm.

On The Move

La Vida Caminando

Fresno County Health Services Agency works closely with a county-wide coalition, and four local advisory boards to coordinate walking clubs, sports teams, media activities and community events in four rural communities, to prevent diabetes in the Hispanic/Latino residents. La Vida Caminando collaborates with the American Diabetes Association to train natural community helpers "consejeras" to promote nutrition and physical activity through diabetes education for their family, friends and neighbors via Home Health Parties.

The San Joaquin County African American Hypertension Risk Reduction Project

The San Joaquin County Public Health Services, Gemini Inc. and the Community Action and Mobilization Coalition train neighborhood block captains to lead walking patrols which discourage drug dealing and other crimes in Southeast Stockton while increasing physical activity levels of the participants. This Project coordinates: Afro-Haitian dance, community sports leagues, inter-generational community gardens and nutritional workshops utilizing the garden grown products.

Pittsburg Active Living Project

The Contra Costa County Health Services' Prevention Program and the Pittsburg Healthy Cities Project have jointly developed the Pittsburg Active Living Project. This project utilizes media advocacy, community events, and policy changes in the Pittsburg health care system and community service agencies to foster a physically active environment for Pittsburg's diverse community.

Walk for Health

Asian Health Services (AHS) has designed walking clubs and a walking map for Oakland's Chinatown inner city Asian residents. Also, AHS has set-up a formal referral system for health care staff to refer patients from the clinics to the Walk for Health activities. To celebrate this walking movement, an annual walkathon is sponsored by various community agencies.

WorkOut Lower Fat (WOLF)

Southern Indian Health Council offers aerobics, walking groups, weight training, and healthy potlucks in the community and at worksites to American Indians residing on reservations in rural eastern San Diego county. WOLF has prepared reservation land for community members to plant native plants and vegetables. Also, WOLF works with the clinic staff to integrate physical activity into their practices.

Although the primary mission of these community-based projects is to reduce sedentary lifestyle, they also address other related risk factors such as obesity, stress, high blood pressure, and unhealthy eating habits.

All nine projects are working towards creating and enabling community and policy changes which foster physically active environments. In order to change the California sedentary lifestyle norm, physical activity must become part of a daily routine, be culturally relevant and be supported by the family, the work and the community environments.

So, What's Working?

The California Department of Health Services, and the University of California, San Francisco through the Cardiovascular Disease Outreach Resources and Epidemiology (CORE) program is conducting a statewide evaluation of the nine local projects to gather documentation of strategies which promote, increase and maintain rates of physical activity among diverse communities, for future dissemination and program planning.

Stretching our Dollars not our Waistbands

To compliment the local interventions, ON THE MOVE! is seeking sponsors to implement regional media campaigns that will get the word out and promote changes in community policies and environments which support active lifestyles.

Join The Movement

- *Be a sponsor* of the regional media campaigns & promotional events.
- *Become an advocate* for greater access to or more physical activity resources in your community.
- *Promote the health* (physical activity) message via walkathons and other physical activity fund raisers or community events.
- *Include more physical activity or sports* at community picnics, health fairs and in your daily life.
- *Support our local projects* — become sponsors of events.
- *Establish walking clubs* at your worksite or in your neighborhood.

Contact ON THE MOVE! project staff at (916) 322-6854 for more information!

Partnerships are in the Works...

AT THE LOCAL LEVEL:

All nine of the community-based projects have developed strong partnerships with other agencies in their communities which expand resources and insure the success of their local efforts.

AT THE STATE LEVEL:

Within the California Department of Health Services, ON THE MOVE! has teamed-up with several other statewide programs including:

California Project LEAN (Low-fat Eating for Americans Now) to support and expand local efforts which promote healthy eating and active living in tandem.

The Governor's Council on Physical Fitness and Sports to provide expertise and resources to local programs throughout the state.

CORE (Cardiovascular Disease Outreach Resources and Epidemiology) to conduct the *On The Move* evaluation and to address physical activity's role in cardiovascular disease prevention.

Emergency Preparedness and Injury Control to promote family-centered recreation and physical activity for violence and injury prevention.

Diabetes Control Program to address how physical activity should be incorporated into prevention and control of diabetes.

California Healthy Cities Project to combine forces and address "health" from a broader perspective.

Office of Multi-Cultural Health to ensure cultural competency in all program activities and products developed, and to share resources with other agencies.



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